

## PARLIAMENT PXB

### 1) Initial Production Allocations: What quantity?

- Proposition:
  - New brand introduction: Regions 2-5
  - FF Line Extension: Region 1
  - New graphics on all current product; two new FF packings
  - Four packing focus/distribution drive:
    - NM FF Kings Box
    - Men FF Kings Box
    - NM Lights Kings Box
    - Men Lights Kings Box
- Distribution Goal: 90% AOC
  - Total Number of Retail Outlets Nationally (Workload): 218,796
  - Wholesale:
    - Intro Allowance: \$6.00/12M Case
    - RDA: \$12/12M case
  - Retail:
    - Gratis: 10% if two packings and 20% if 4 packings

#### • Initial Allocation Options

|                      | FF NM | FF Men | Lts. NM | Lts. Men | Total   |
|----------------------|-------|--------|---------|----------|---------|
| - 2 Months Volume:   | 207MM | 37MM   | 492MM   | 62MM=    | 798MM   |
| - Pipeline + 1Month: | 403MM | 268MM  | 496MM   | 231MM=   | 1,398MM |

### 2) UPC/Offering: 6M vs. 12M Cases

|                      | Currently   | Proposed    |
|----------------------|-------------|-------------|
| • NM FF Kings Box    | ----        | 12M Case    |
| • Men FF Kings Box   | ----        | 12M Case    |
| • NM Lts. Kings Box  | 12M/6M Case | 12M/6M Case |
| • Men Lts. Kings Box | 6M Case     | 12M/6M Case |

### 3) Sell In Sample Quantities

- 44,000 cartons/440,000 packs - 2 packs/retail outlet???

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